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ABSTRACT

Based on a survey of 40.8 percent (1,094) of the members of American Women in Radio and Television (AWRT), this report documents women's characteristics and their contributions to the broadcasting field. Sections of the report provide bar graphs depicting: (1) the types of companies and agencies where AWRT members work; (2) the types of jobs held by AWRT members and the types of programs of AWRT on-the-air broadcasters; (3) salary ranges and increases, and levels of responsibility; (4) members' career status, education, degrees attained, educational major, and job continuity; and (5) women's status on the job and in their private lives, including their marital status, husband's occupation, husband's income, children, household help, personal grooming expense, age, and type of housing. Also described are honors, awards, and offices available in the broadcast industry as well as the background and educational foundation of AWRT. (HOD)

THE WORLD OF
awrt

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A PROFILE OF THE MEMBERSHIP OF AMERICAN WOMAN IN RADIO AND TELEVISION, INC.

index

The Many Faces of A.W.R.T.....	2
Types of companies and agencies where A.W.R.T. members work	
Woman's Place . . . Unlimited	4
Types of jobs	
Types of programs of on-air members	
Income and Responsibilities	6
Salary Ranges	
Salary Increases	
Levels of Responsibility	
The Composite Career Broadcaster	8
Career Status	
Education	
Degrees Attained	
Educational Major	
Job Continuity	
Woman on the Job	10
Supervisors	
Employees	
Sex Favoritism/Discrimination	
Career Advancement	
Private Life	12
Marital Status	
Husbands' Occupation	
Husbands' Income	
Children: Number and Ages	
Household & Child Care Help	
Personal Grooming Expense	
Age	
Housing	
Honors, Awards, Offices	14
American Women in Radio and Television	15
Educational Foundation of A.W.R.T.	16

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A business profile of

American Women

**dedicated to their
expanding world...
the broadcast
communications industry
and its audience.**

This in-depth study of women in broadcasting is A.W.R.T.'s membership survey of women employed in creative, administrative and executive capacities.

A comprehensive profile, this report is based on 40.8% (1,094) of A.W.R.T.'s membership responding to the survey, documenting their characteristics and their contributions to the broadcasting field.

This study is published and distributed by American Women in Radio and Television, Inc., and the Educational Foundation of American Women in Radio and Television, Inc.

the many faces ofamerican
women in
radio and
television

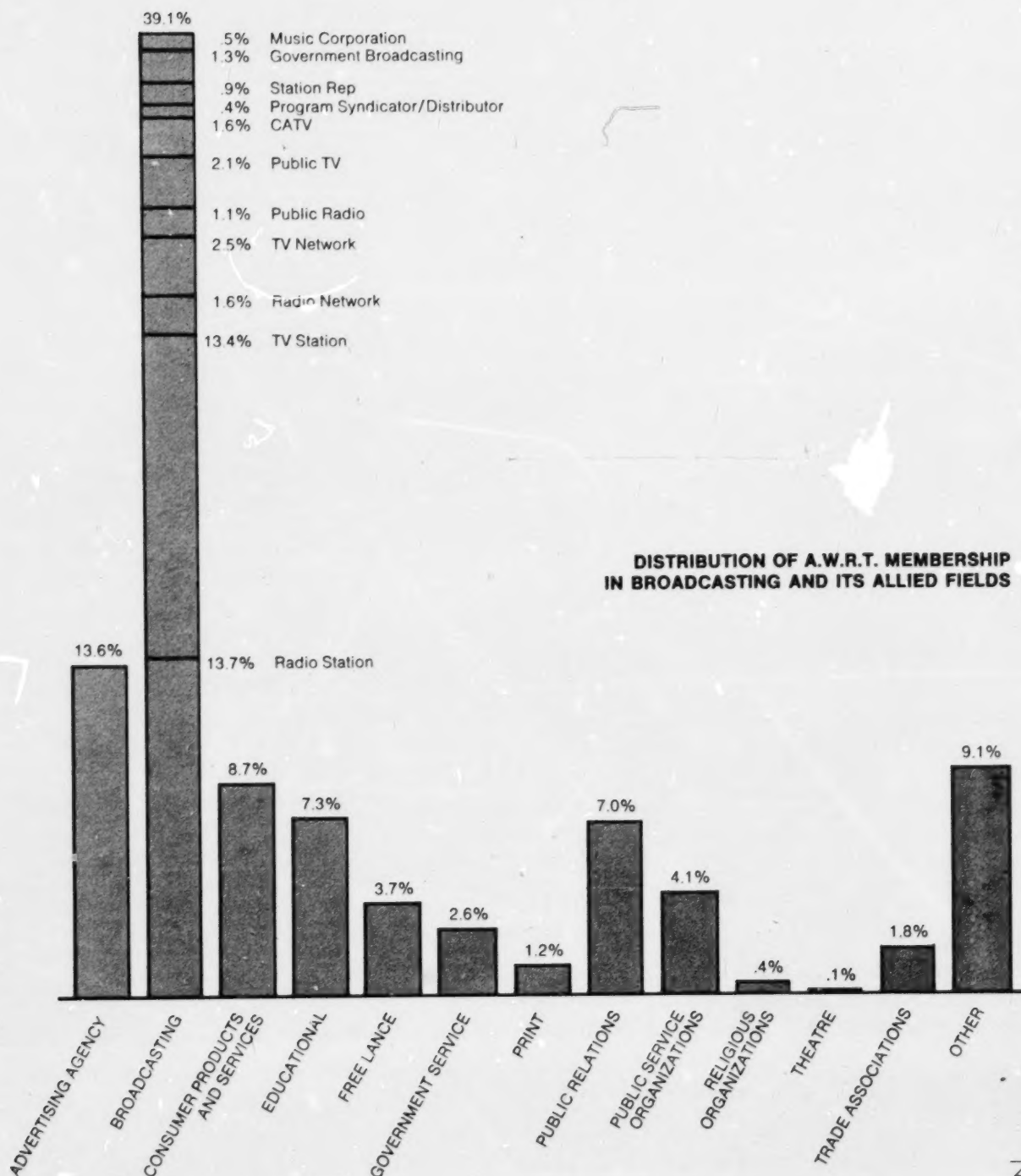
Throughout the United States are over 2,200 on the air broadcasters, administrators, writers, publicists, directors, executives . . . women in every phase of broadcasting . . . the women of A.W.R.T.

These women are an integral part of an industry that reaches into the homes of over 98% of all Americans*. As this industry expands into CATV, sophisticated uses of closed circuit telecasting, satellite transmission and other broadcast technologies, women are expanding both the scope and responsibility of their roles in the industry. Women are influencing vital broadcasting decisions and shaping the future of this growing industry.

The typical A.W.R.T. member is on-the-move, well educated, mature and city oriented. Her business world is the sphere of broadcasting and its allied fields. A.W.R.T. members work for

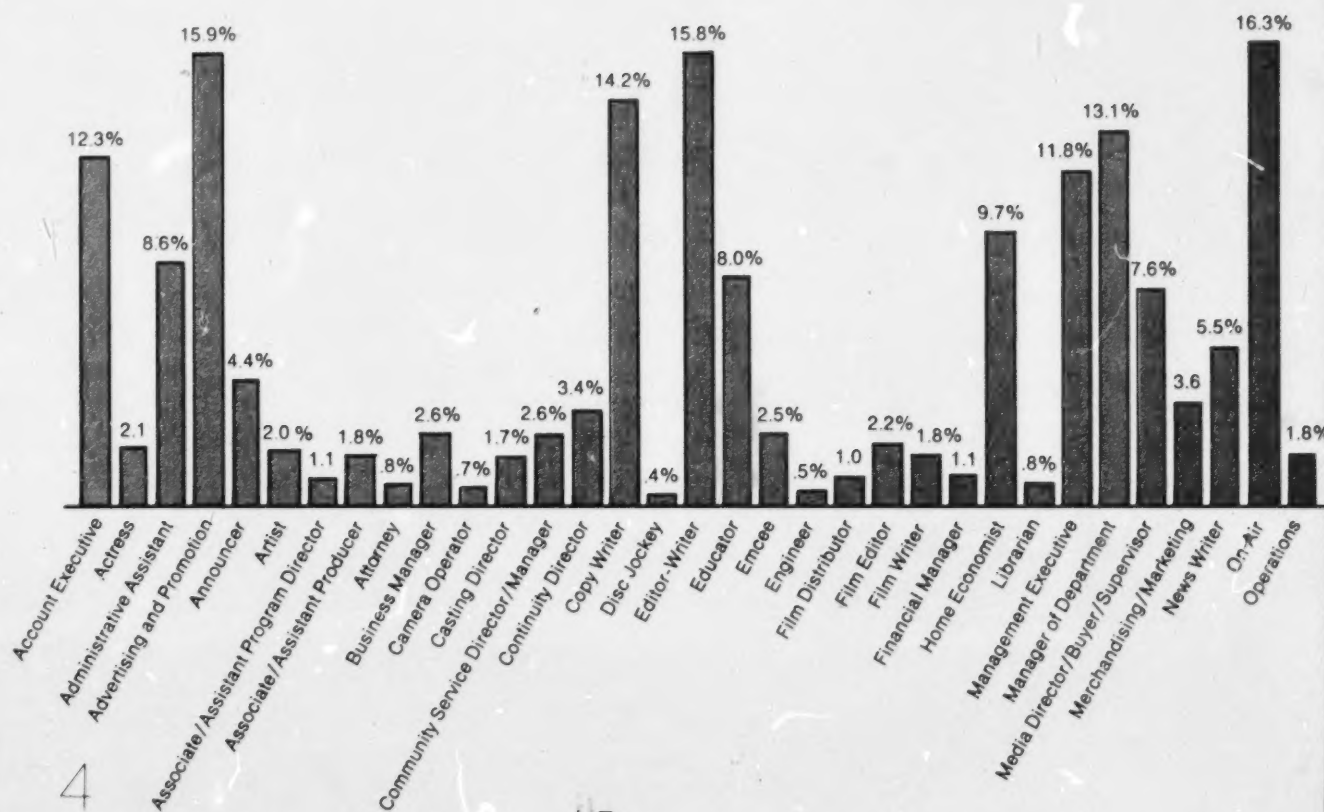
- radio and television stations and networks
- community antenna television systems
- packagers, producers, distributors and licensors of filmed, taped and live programs for broadcasting
- sponsors, station representatives, broadcasting trade associations
- advertising and public relations firms
- newspapers and magazines devoted to broadcasting
- public service, religious, charitable and educational organizations
- business and industry

*Source for figure: National Association of Broadcasters



women's
place
unlimited

**JOB CLASSIFICATIONS OF
A.W.R.T. MEMBERS**



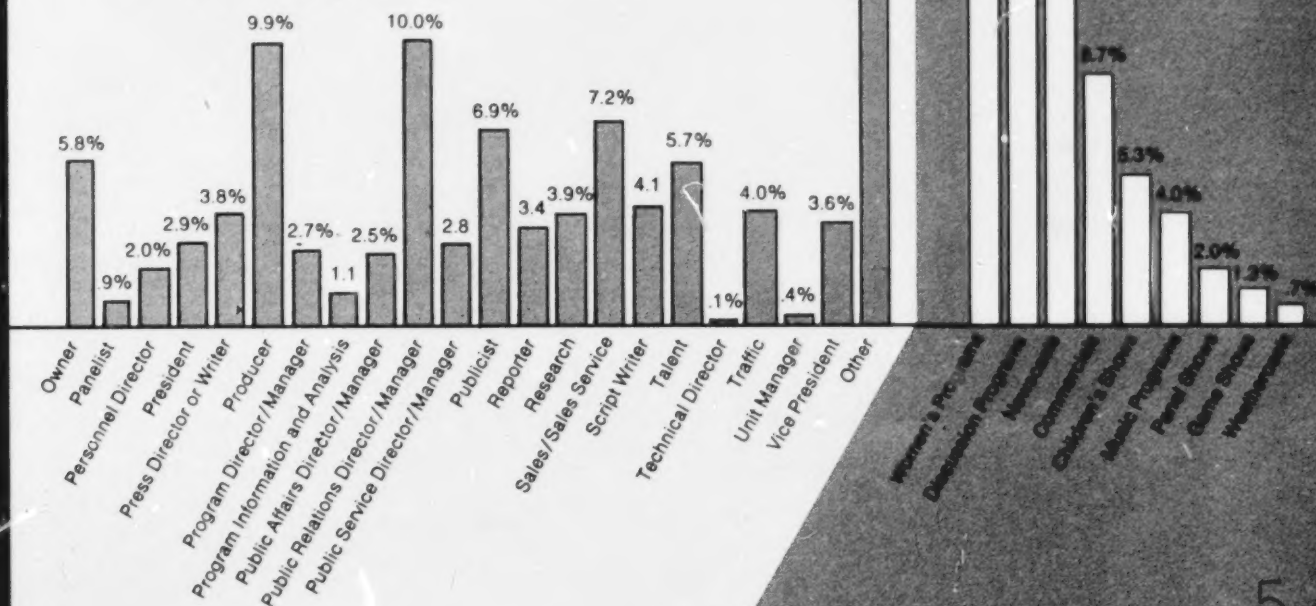
The degree of career success possible for women in broadcasting is revealed in an analysis of the jobs and responsibilities of those surveyed, an analysis which also reflects the broad spectrum of job descriptions within the broadcasting industry.

Nearly 40% of members are directly employed by radio and TV stations and networks:

- 16.3% are on-air broadcasters... women interviewing the outstanding personalities of our time... discussing provocative topics with their audiences... hosting children's shows... reporting hard news and sports... serving as disc jockeys... panelists or weather reporters... actresses and singers or on-air teachers.
- Others are broadcast management executives in programming, sales, advertising and promotion, public relations and business affairs. Some are station owners, general managers and corporate officers, while others hold positions in news, operations, continuity, public affairs and research. Categories range from engineering to film editing to merchandising and sales service.

Others surveyed pursue careers in broadcasting's allied fields... such as advertising, public relations, theater and public service organizations.

- Writers of shows or commercials... casting directors and account executives... time buyers and home economists... publicists and public relations specialists... all devoting the major portion of their time to the broadcasting industry.

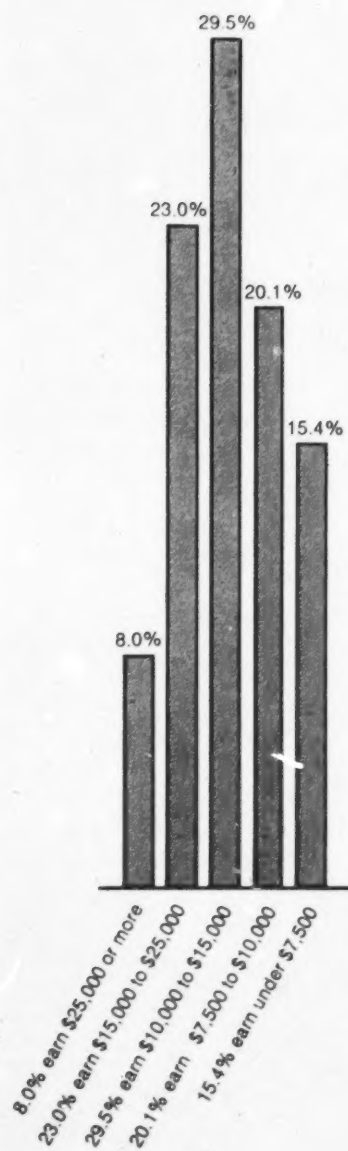


income and responsibilities

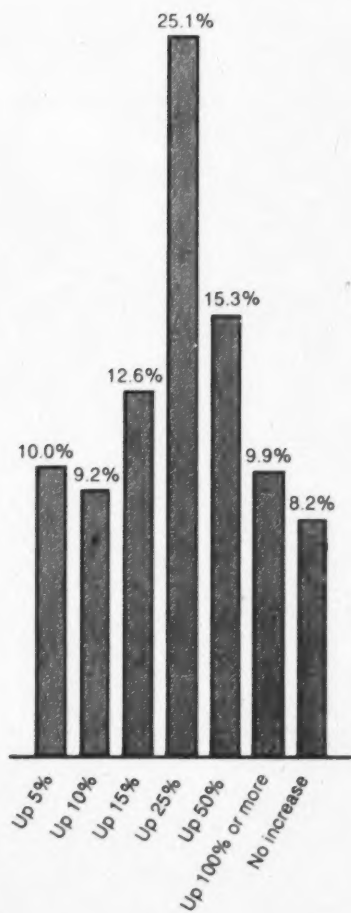
The most typical salary of those responding to A.W.R.T.'s survey is between \$10,000 and \$15,000 annually; however, 31% earn more than this amount.

Slightly over 50% of the members responding to the survey reported that their income had increased 25% or more during the past five years. Income has doubled during that time for 9.9% of the women.

SALARY RANGES

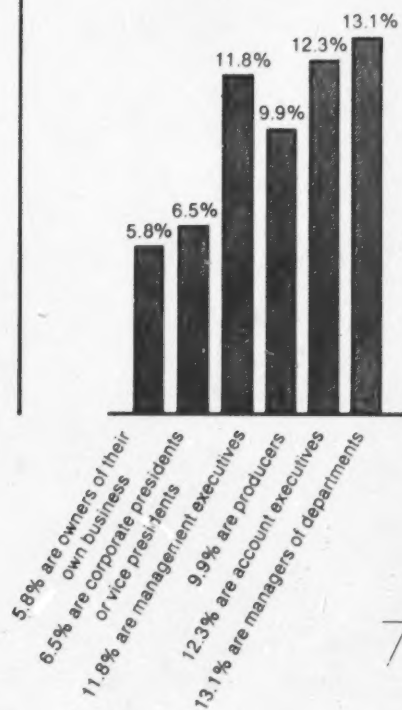


CURRENT INCOME IN COMPARISON TO INCOME 5 YEARS AGO



The broadcasting industry is a highly competitive one in which women have attained success. This fact is indicated by an examination of the responsibility levels of A.W.R.T. members surveyed.

RESPONSIBILITY

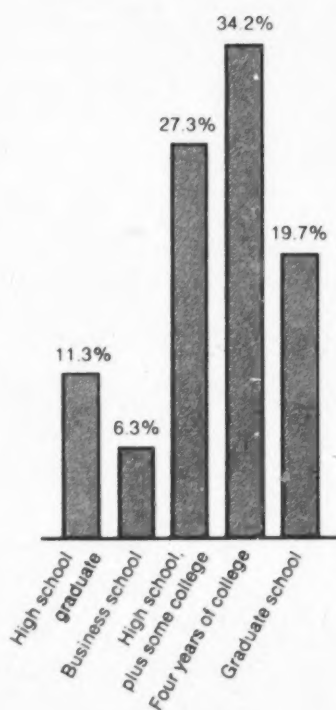


the composite career broadcaster

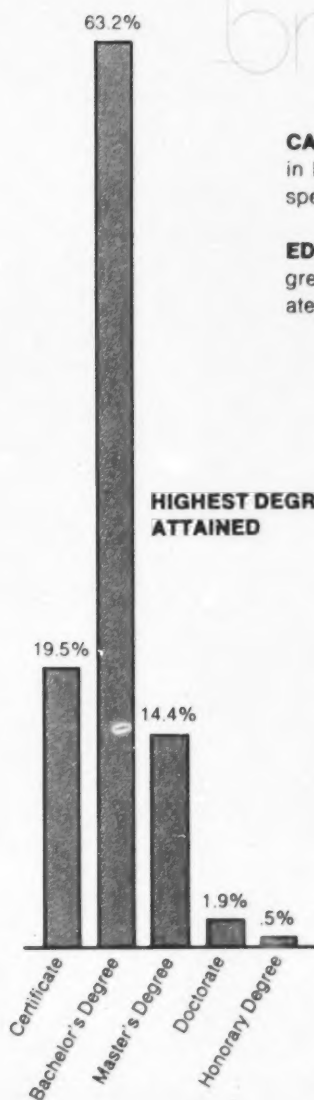
CAREER STATUS 47.8% of members have always been in business, while 13.2% have returned to business after spending time away managing their homes.

EDUCATION 81.2% of those surveyed have college degrees or backgrounds with 19.7% having attended graduate school.

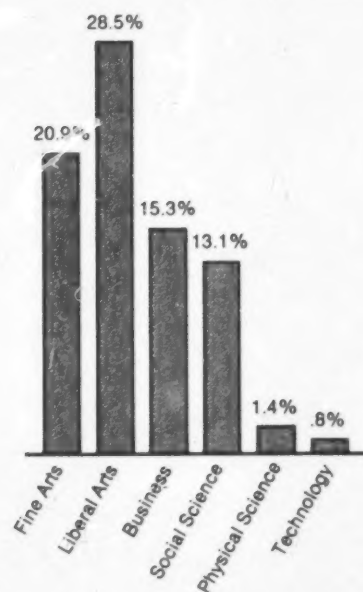
EDUCATION



HIGHEST DEGREE ATTAINED



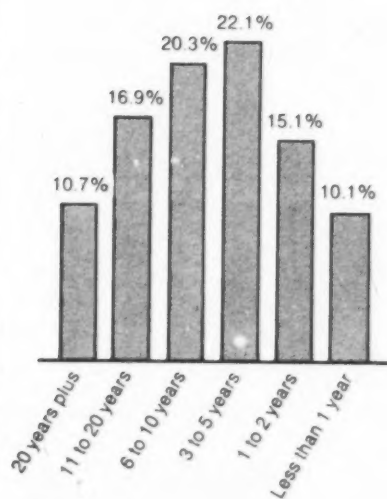
EDUCATION MAJORS. The wide variety of members' interests and professional backgrounds is indicated by their college majors.



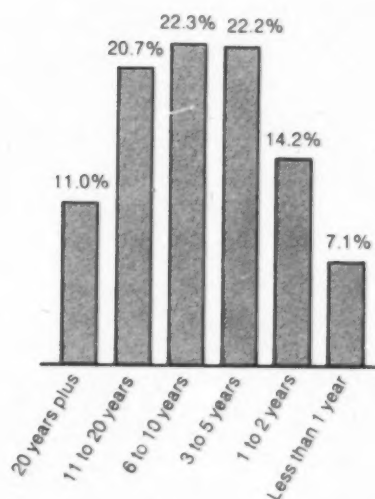
JOB CONTINUITY AND TENURE have contributed to the degree of business success attained and reflect the interest of those surveyed in their chosen field. The figures below indicate the long-term job stability of women as good employment risks.

27% have been with their present employer over 10 years. 70% have been with their present employer at least three years. Over 75% have been in the same type of work for over three years.

TIME-WITH PRESENT EMPLOYER



TIME IN PRESENT TYPE OF WORK



women on the job

The typical A.W.R.T. member reports to a man in her work. The majority of those responding to the survey answered that they felt they had experienced neither sex favoritism nor sex discrimination on the job, although 23.6% considered their sex a major deterrent to job advancement.

Nearly one third supervise the work of at least one man, and over half supervise the work of one or more other women. Two thirds of those responding had advanced in their career position in the last five years.

■ **Who is your immediate superior?**

Male.....87.4% Female.....12.0%

■ **How many male employees report to you?**

1—12.3%
2—6.6%
3—2.4%
4—1.6%
5 or more—6.1%

■ **How many female employees report to you?**

1—19.5%
2—12.5%
3—7.9%
4—5.9%
5 or more—10.5%

■ **Have you experienced sex favoritism in the past 5 years?**

Yes.....24.1% No.....79.9%

■ **Have you experienced sex discrimination in the past 5 years?**

Yes.....36.9% No.....55.6%

■ **Do you feel you are qualified for a better position than you now have?**

Yes.....64.0% No.....25.7%

■ **If yes, what is the major deterrent to your advancement?**

Age 20.5%
Insufficient education 3.4%
Lack of opportunity 11.6%
Lack of training 5.3%
Sex 23.6%
Other 10.9%

■ **Has your position advanced in the last 5 years?**

Yes.....67.6% No.....27.3%

private
life

That broadcasting offers the woman with talent, education and drive the possibility of a successful career is well-documented. This survey shows that many women combine a professional career with managing a household.

MARITAL STATUS

45.3% are presently married. 26.5% are single, 18.8% divorced and 6.9% widowed.

HUSBANDS' OCCUPATIONS These vary widely with nearly 70% employed in business and professional fields.

Business & professional	69.9%
Technical	12.3%
Retired	6.6%
Educational	4.5%
Labor	4.5%
Military	1.2%
Agricultural	.9%

HUSBANDS' INCOME 56.2% of members' husbands earn from \$10,000 to \$25,000 per year. 24.1% earn more than \$25,000.

24.1% earn	\$25,000 or more
30.1% earn	\$15,000—\$25,000
26.1% earn	\$10,000 to \$15,000
11.9% earn	\$7,500 to \$10,000
7.5% earn	under \$7,500

CHILDREN 46.8% of A.W.R.T.'s members have children. 1.8% have five or more.

No. of Children	Age of Children
1	14.3%
2	16.6%
3	10.2%
4	4.0%
5	.8%
6 or more	1.0%
Pre-school	6.2%
Grade School	12.1%
High School	13.0%
College	13.3%
Working/Married	26.5%

HOUSEHOLD AND CHILD CARE HELP 40.9% of those responding to the survey have assistance with housekeeping, and 4.5% have child care help.

Part time maid	14.5%
Full time maid	1.8%
Cleaning woman only	22.4%
Cook/housekeeper	2.2%
Part time in-home child care	1.4%
Full time in-home child care	.9%
Private nursery	1.4%
Child care center	.8%

PERSONAL GROOMING EXPENSE Members feel that because of their careers, they spend more on clothes, cosmetics and personal grooming than they would if they were not working. How much more do they spend per year because of their business career?

\$300 or less	8.6%
\$300—\$500	16.9%
\$500—\$700	17.3%
\$700—\$1000	20.3%
\$1,000 or more	31.4%

HOUSING Most members are home and apartment owners.

Own home	50.7%
Rent home	4.1%
Own apartment	3.6%
Rent apartment	36.3%
Other	2.7%

AGE OF MEMBERS A.W.R.T. members range in age from early twenties through retirement age.

20—30 years	19.0%
30—40 years	22.0%
40—50 years	29.5%
50—60 years	19.2%
Over 60 years	6.3%

honors awards offices

The high-level of performance of women in broadcasting can be measured, to some degree, by a capsule review of the public recognition received for professional and public service achievement.

AWARDS AND HONORS*

- National Academy of Television Arts and Sciences "Emmy", George Foster Peabody, and Ohio State Awards for excellence in programming
- Associated Press Awards for superior newscasting
- "Advertising Woman of the Year," in polls conducted by Advertising Clubs in major cities
- Women in Communications awards for distinguished service and outstanding contributions in the field of journalism
- Honorary doctorates and distinguished alumnae awards from major universities
- Citations for outstanding public service from such organizations as 4H, Altrusa Club, Goodwill Industries, Business and Professional Women, American Legion Auxiliary, Home Economists in Business, U.S. Navy, National Conference of Christians and Jews, Ladies Auxiliary of Veterans of Foreign Wars, American Cancer Society and the American Medical Association.

OFFICES HELD IN MAJOR ORGANIZATIONS*

- National Association of Broadcasters board of directors, Code Board members
- Directors of National Association of Educational Broadcasters
- International Radio and Television Society board of directors
- Presidents and officers of state broadcasters associations
- Delegates for White House conferences
- Members of committees formed by governors and by the President of the United States
- Trustees of college boards
- Presidents of women's national newspaper and press associations

Many of those surveyed appear in standard biographical reference books such as Who's Who in America, Who's Who in American Women, and other professional publications.

* Information compiled from independent A.W.R.T. data

American Women in Radio and Television, Inc.

A.W.R.T. is a national non-profit organization founded in 1951

- to be a medium for exchange of ideas about the communications industry and to alert members to trends and issues which affect it.
- to provide a channel through which members can exert influence on the development of their media.
- to work constructively for equal status and compensation for women and to assist members in their professional development.
- to encourage young women to enter the communications industry and to assist them in preparing for professional careers.

NATIONAL AND AREA MEETINGS

The annual national convention and seven area conferences offer industry leaders in a variety of roles; delivering major addresses, participating in workshops, press conferences, rap sessions and panel discussions.

CHAPTER MEETINGS

Chapter meetings throughout the country focus attention on regional problems and interests of the industry. Chapters are encouraged to develop public service projects.

PUBLICATIONS

Through a bi-monthly newsletter, NEWS & VIEWS, members are kept informed of national A.W.R.T. plans and activities as well as governmental decisions and latest industry developments. Chapter newsletters and special publications of A.W.R.T. give additional information about the communications industry.

PUBLIC AFFAIRS

A.W.R.T. is naturally involved in studying issues relating to broadcasting. Members are informed and their comments are solicited for a national position to be taken by A.W.R.T. based on member response. Chapter affiliation with state broadcasters associations and participation in their activities is encouraged by A.W.R.T.

AFFIRMATIVE ACTION

Through the national affirmative action program, chapters are developing local professional registries as a resource for the broadcast industry. Members are offered opportunities to participate in management development workshops conducted under the auspices of A.W.R.T.

APPLICATION FOR A.W.R.T. MEMBERSHIP

Membership applications which spell out qualifications for membership are available through local chapters or from A.W.R.T. national headquarters.

the educational foundation of awrt, inc.

The first of its kind to be established by a professional broadcasting organization, the Educational Foundation was incorporated with significant goals centering around greater public understanding of broadcasting. Foundation projects are focused on raising the standards in radio and television through the continuing education of those who work in these fields.

PROJECTS

International Broadcasters Program
In cooperation with the United States Department of State, a number of English-speaking women in broadcasting from abroad come to the United States annually to explore our broadcasting systems, techniques and related professions. These guests have come from Europe, Africa, Asia, South America and Iron Curtain countries. A.W.R.T. chapters are proud to host international broadcasters while the Foundation contributes toward their daily expenses.

SEMINARS

Stimulating seminars provide specific opportunities for A.W.R.T. members and associates to take a challenging look at themselves. Seminars offer personal enrichment through in-depth exploration of the arts, science, humanities and national and international problems.

BROADCAST INDUSTRY FORUMS

The Foundation sponsors unique broadcast industry forums at national and regional conventions of leading opinion-making groups. Forums alert the public to the problems and potential of the broadcasting industry.

CAREER CLINICS—INTERNSHIPS

Chapters sponsor career clinics for high school and college students, offering them the opportunity to gain insight into the field of broadcasting.

"Careers for Women in Broadcasting" is a special A.W.R.T. publication which provides further job information. Chapters encourage internship programs for college students, which are designed to provide a working experience for those who plan to enter the profession.

INTERNATIONAL STUDY TOURS

Professional study tours for A.W.R.T. members are arranged in cooperation with the U.S. Department of State to study broadcast facilities and advertising methods abroad.

NEW PROJECTS

The Foundation keeps pace with our changing society and our industry by constantly exploring new ideas and innovative programs.

FINANCIAL SUPPORT

The Foundation is supported by the personal contributions of A.W.R.T. members, by A.W.R.T. Chapters' gifts and donations from business, industry and interested foundations.

This survey of women who work in the radio and television industry . . . "The World of A.W.R.T." . . . is a sampling of a total population of 2,280 members of American Women in Radio and Television, Inc. The responses to this survey were not signed; the figures were computed by The Computer and Statistical Centers of the University of South Carolina.

Many totals reflect only answers received. Therefore, some category totals will not equal 100%.

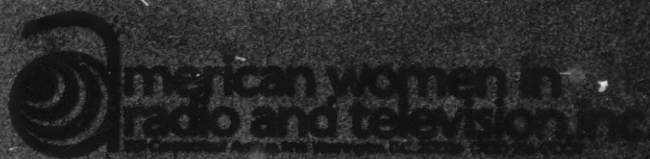
ACKNOWLEDGEMENTS

Those A.W.R.T. respondents who made this survey possible and to

Audrey Hunt, State Telecasting Company, Columbia, South Carolina (Chairman, A.W.R.T. Research)

Elaine R. Pitts, The Sperry and Hutchinson Company, New York, New York (President, A.W.R.T., Inc.—1973-4)

The Computer and Statistical Centers of the University of South Carolina, Columbia, South Carolina



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